ON THE
AVENUE
IN STYLE
SPRING, 1975
FASHION
The
Sacramento
Observer

# SPRING

## Soft And Fluid For '75

A lot of the economic indicators say that times are hard, but the look of clothes for spring is soft and fluid.

For the new clothes, there is an awareness of the bodies of those who will wear them. Although the shapes are loose, many fabrics that designers have chosen cling to the body and drape it gracefully. Soft, gauzey natural cottons are popular choices, as are jersey fabrics, fine silks, and crepe de chine.

The most talked-about dress for spring is the "Big Dress," (or the chemise), the dress that has appeared and reappeared in the history of fashion since ancient times.

The Dictionary of Costume describes the "Big Dress," as a garment that "hangs straight from the shoulders to the hem, with no tuck at the waist, though it may be loosely fitted or sashed."

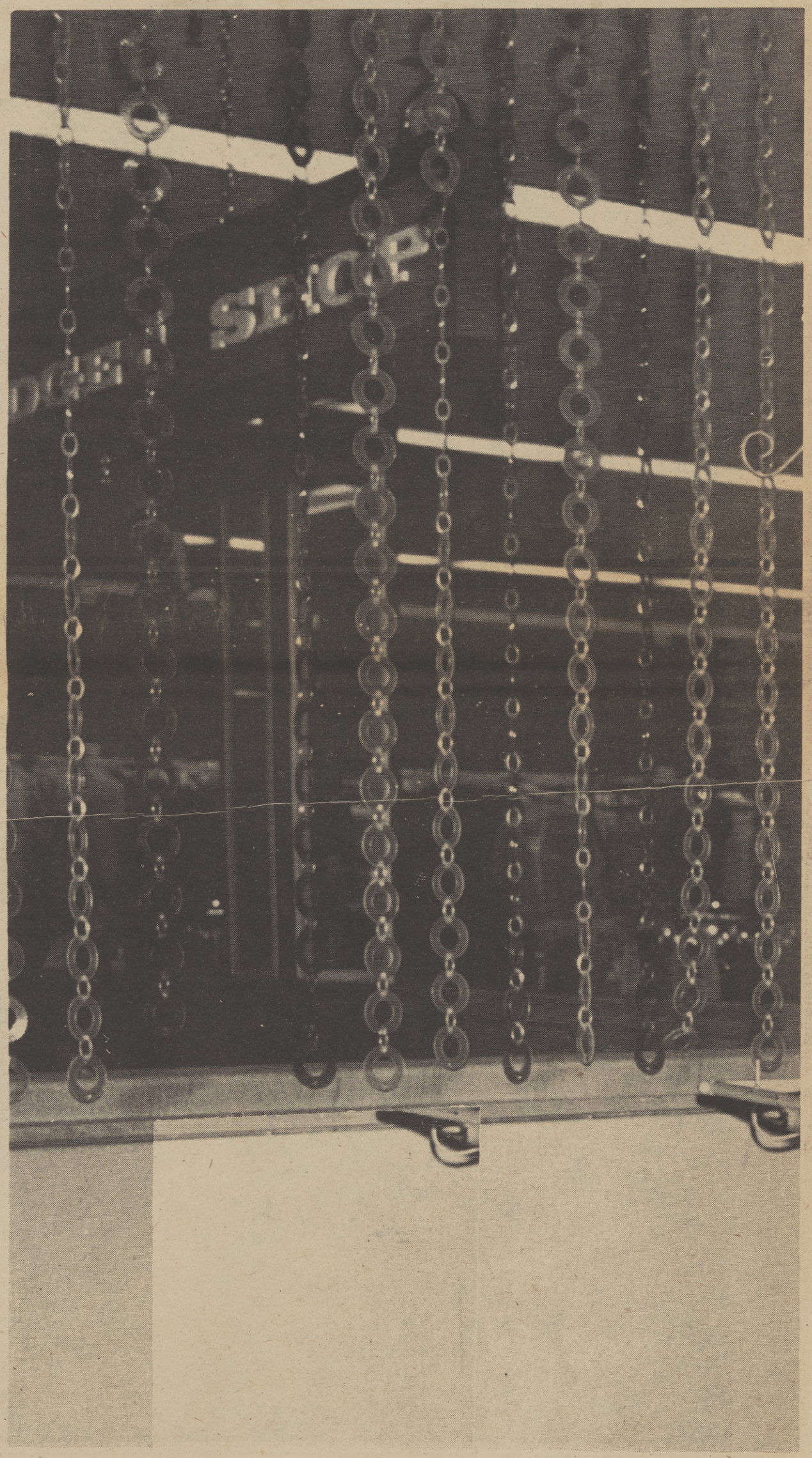
The big skirt, cut to cover the knee, often cut on the bias for fullness, has retained its popularity, and the young women who pledged

( Continued on Page D-8 )

## Our Cover

The OBSERVER's Spring Fashion front features glamour model, Beverly Johnson. Beverly wears a bright gold 'big dress'. Color photos courtesy of Glamour Magazine.

The Spring Fashion Issue is published annually by Lee Publishing Co., at P. O. Box 209, Sacramento, California, 95801. Second-class postage paid at Sacramento, California. Subscription, $12.00 one year. Advertising rates are available upon request. Allow about three weeks for all new subscriptions or for change of address.



# FASHIONS

Karen Tillson, left, wears the longer uncuffed pants in orange with two yellow zippers in front and double buttons. Her blouse is orange, yellow and white with sailboats that gives her spring selection that sports outfit.

Model Angie Blanchette is in a sailor outfit with a drawstring jacket with a hood and her culotte skirt in orange and yellow stitching.

Both outfits can be found in the Jr. Bazaar department at Sears.

# THE BIG DRESS

## Loose and Early for Spring

Model Beverly Johnson, for Glamour Magazine, is wearing this season's "Big Dress." Everything about this Big Dress, is loose and easy. It comes in a variety of colors and fabrics. The Big Dress has been on the loose for promotional new lines for '75, and it is gaining points. There are so many ideas for the Big Dress. Wear it with a scarf, a hat, jewelry or just with a tie-belt to give it a waist line. Watch for new details . . . Arm options that go from sleeveless, to rolled. Also available in sporting strips. Color photo is reprinted through the courtesy of Glamour Magazine.

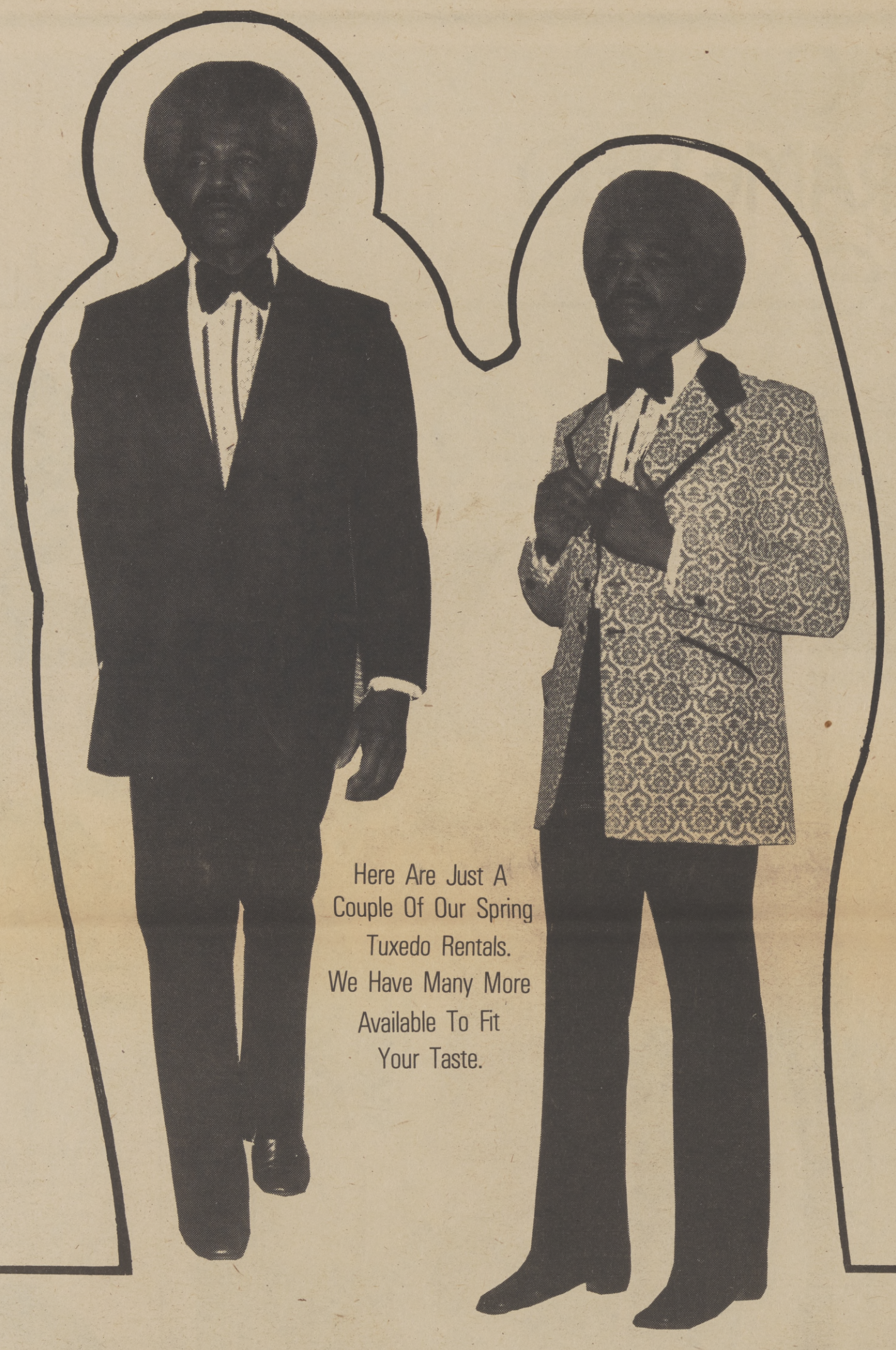
# SPRING SACRAMENTO STYLE

Our models, Karen and Bill, step off the elevator in style. Karen wears a print long sleeve shirt worn with a wrap-around knee length skirt in rust. To top off her outfit, she wears a white wide-brim hat with a scarf underneath. Bill is in a sharp travel knit suit in camel tan with a gold permanent press shirt. His tie is camel and brown stripe, basket-weave texture. So when you plan your next trip, make sure your mate styles with you.

Black Beauty is caught by the lens of Photographer, Gary Lindsey. (See Page 4-B).

The Romantic Woman . . . There are many fabulous evening clothes for spring and summer, and if you buy any, you will probably want to make a special effort to look your most romantic and glamorous ever. (See Page D-22).

Get a jump on the new season for having fun. Spring into College Hi and grab yourself a good looking Wescott Safari Suit made of 100% cotton. (See Page D-24).



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# THE CLOTHES YOU'VE ALWAYS WANTED...

Never fear . . . shorts are always here. Skirts may come and go, but shorts are always a part of the spring and summer wardrobe. Our lovely model relaxes in coordinate blouse and shorts combo.

## IN YOUR SIZE!

Angie, seated, looks sharp in this skirt and shirt ensemble. The red knit shirt has pin-striped that's complimented by a red belt. The outfit is machine washable.

Karen, in the pant-suit, is also in light blue pin-striped with a print red and white blouse. Both outfits are by Sears Jr. Bazaar.

Bill, in the leisure put - together outfit, in cotton denim Western Style Jeans, in black and white contrast stitching. His turtleneck shirt in black with a sharp jacket in white, that can be worn button in front. He has added a white belt and shoes to complete his leisure outfit. All can be found at Sears.

# Soft And Fluid For '75...

(Continued from Page D-2)

themselves to miniskirts forever are weakening.

For spring, the best of the big skirts are made of crisp cottons in a variety of colors.

Some Sacramento stores are not pushing the short dress that was introduced last fall - the dress is called "The Skimp." One fashion coordinator cooed, "We're not showing it. We don't want to confuse our ladies." Another said flatly, "It's a fad, it's cheap-looking, and it just won't last."

For the women who say no to dresses and skirts, no matter what the length, there are still pants aplenty.

The lines of pants for spring are trim -- straight legged -- and the rule, according to the designers, and clothing coordinators, is that pants should be long enough to break at the shoe.

Tops worn with pants are often big, and blousey -- but again, the skinny T-shirt makes a frequent and appropriate appearance with pants.

Spring coats, like the dresses that they cover, are soft and loose.

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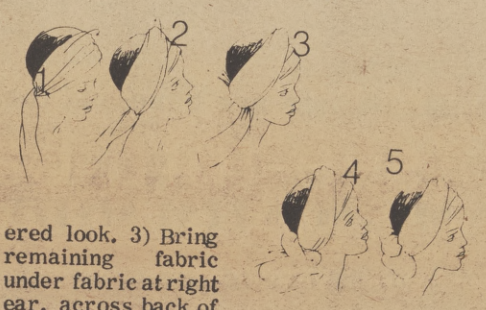
# HEADWRAPS

Photo by GARY LINDSEY

OPEN CROWN
Material: 3 yds. of 54" wide material, preferably Qiana jersey. Lay material out and at 1 end, make about 10 soft pleats and safety pin them together. 1) Place pinned end at nape of neck and bring fabric across forehead (right to left) and around to right ear. 2) Repeat to create a layered look. 3) Bring remaining fabric under fabric at right ear, across back of head to left side. 4) Twist remaining material into chignon and 5) tuck end in.




## A CHANGE FROM WIGS

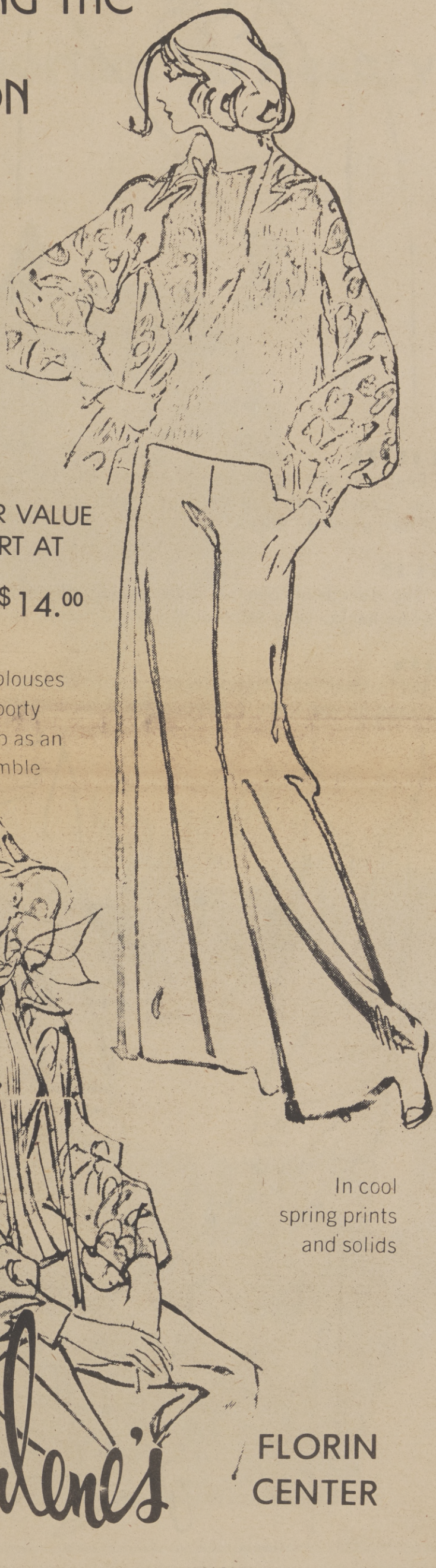
HIGH PRIESTESS
Material: 2-1/2 yds. of 36" wide clingly material such as Loomskill's Qiana. At 1 end of fabric, make about 10 soft pleats and safety pin them together. 1) Place the pleated end of fabric slightly behind and covering your right ear. 2) Bring fabric straight across your head just above the forehead, then back around to your starting point.

(Width of the fabric should cover the entire back of your head.) 3) Wrap the fabric again this time bringing it into an angle across the front creating a crisscross layered look. 4) Bring fabric to right ear and tuck.

(Illustrations and descriptions from Essence Magazine)

EVENING HEAD WRAP
Materials: 2 pieces of matte jersey, each 2 yds. long and 20" wide. 1) Find the center of your fabric and place it in front of your head and twist them together. 3) Take the twisted fabric and form a chignon (figure eight) and tuck end of fabric into base of chignon. 4) Take the second piece of fabric and fold it in half diagonally. 5) Insert end into the right side of chignon. 6) Bring the fabric to the top-middle of your head and loosely twist it. 7) Wrap the twisted fabric around your neck from back to front under chignon. 8) Bring the fabric up to your left temple and under left side of the first twist over the top of your head and under right side of twist. 9) Loop fabric under chignon, then pull remainder to left side and tuck.


TOPPING THE SPRING SEASON



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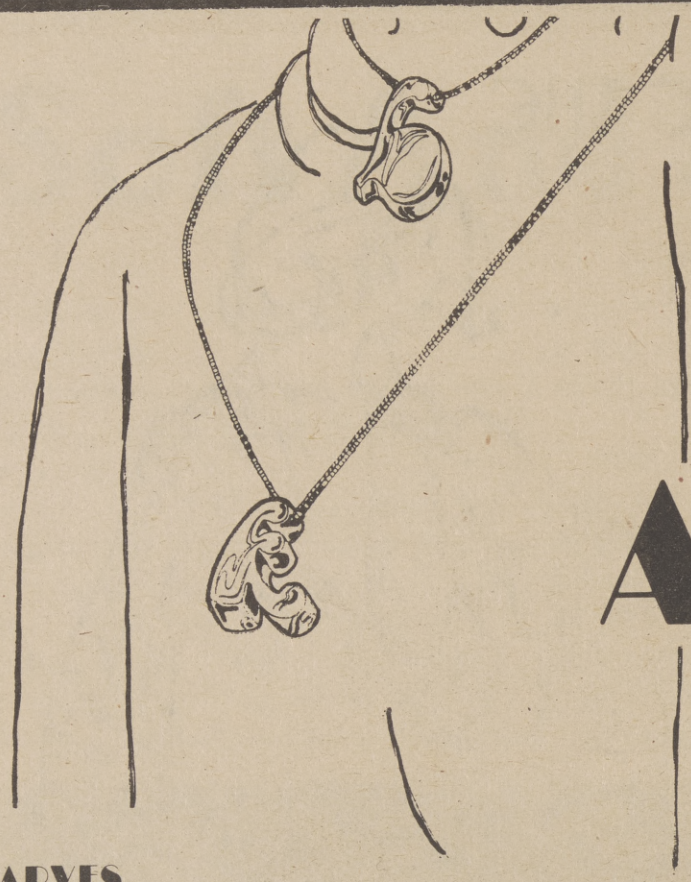


# Fashion Accessories

Accessories are unlimited now. They give women the liberty of changing their wardrobes themselves.

**SCARVES**

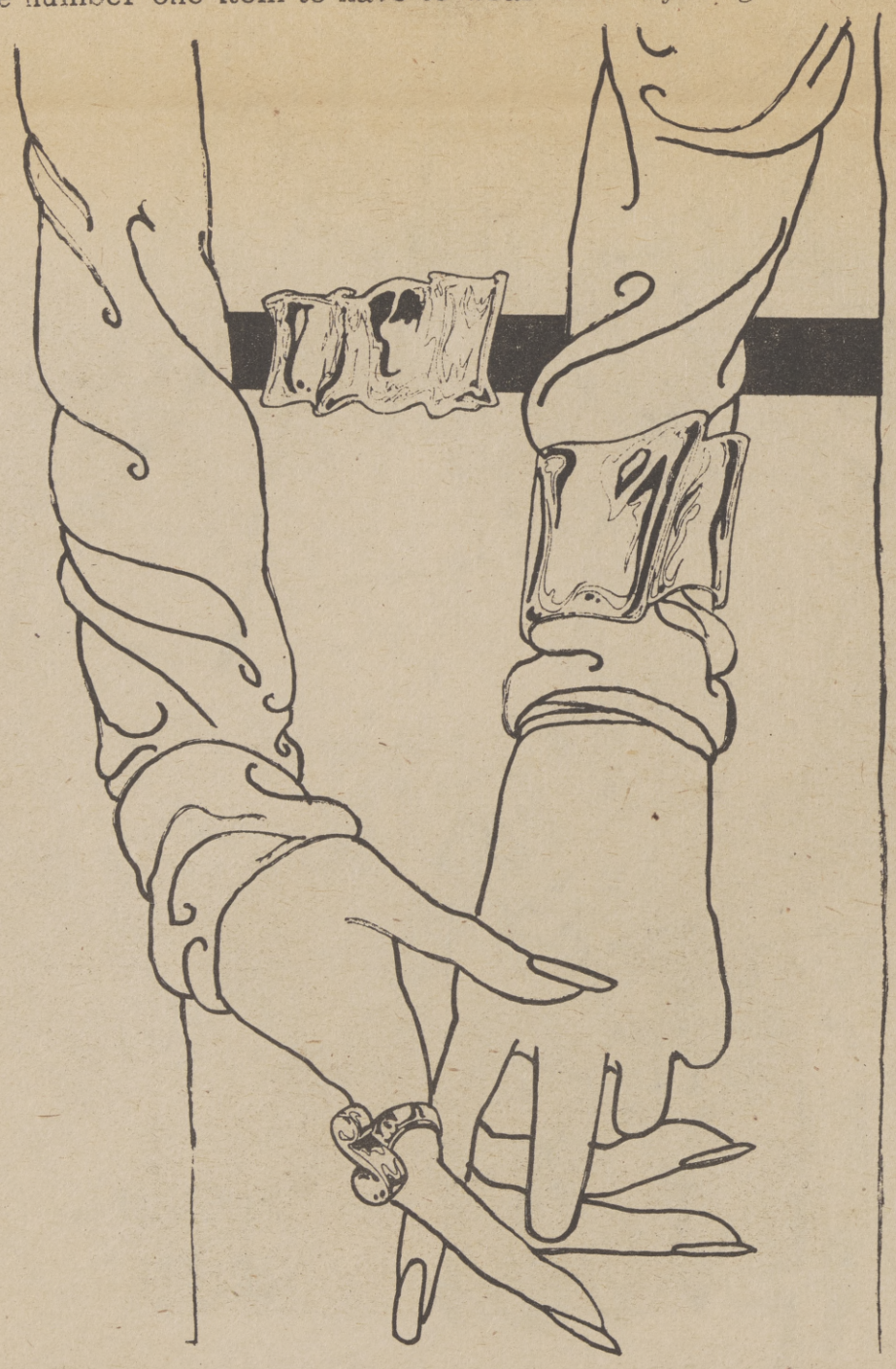
Scarves are to collect -- wear one or two, silk or cotton, tie in a knot, or in the cowboy knot will look great with any blouse, with your cardigan, or V-colored pullover shirt. Use a long scarf to tie into a double knot.

**SHOES**

The laced-up canvas shoe can be the making of all your skirts, dresses, and pants. The shoe has higher heels, very slim-down, rope soles, and no-clunk pump.

**HATS**

Any woman can compose a variety of looks with the touch of a hat. Straw hats are here and they're the number one item to have to wear with anything.



**THIS SPRING'S BEST SELLERS**

We are in an era of accessories.
A few great items are:

- The lariat necklace
- Silk scarves
- Chokers
- Leather and linen cinch belt
- Canvas and Leather bags
- Leather and cone bag with bamboo handles
- Shell laces
- Umbrellas
- Lion dial watch

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# Physical Fitness Important To Beauty

Did you know that a well-conditioned athlete's heart normally beats between 45 and 60 times a minute? The average person has a faster heart rate of around 70 or 80 beats per minute.

"So what!" you say. Well, if you've been into a "physical fitness" program, consider this: physical fitness has little to do with being muscular or flexible.

It's concerned with the operation of the cardio-vascular system (heart and blood vessels) which carries oxygen to the muscles.

A physically fit person's lungs/heart/blood vessels/ muscles work more efficiently than an unfit person. The heart beats more slowly, making strenuous tasks or just ordinary work less fatiguing.

## Rating Fitness

How can you get a fitness rating? "Since the heart is an indication of fitness, measuring your heart beat after strenuous exercise will give you a general fitness rating," says Queens College fitness specialist Dr. Frank Katch in February "Mademoiselle."

Take a bench, kitchen stool or step about 16 inches high. At a comfortable pace step up and down for three minutes. Up-up, down-down. Now you've got the rhythm! After you stop stepping, take your pulse for 15 seconds. The easiest place to feel a strong pulse is the throat. Each round of both feet up and down should take under three seconds. A total of about 22 ups and downs per minute, or 66 over three minutes. At the end, your heart will probably be beating between 130 and 180 beats per minute.

## Body Make-up

Using this figure, a chart designed by Dr. Katch gives you your approximate "aerobic capacity"--the amount of oxygen your heart can deliver to each kilogram (2.2 pounds) of body weight.

While your aerobic capacity is pretty much a part of your inherited body makeup, you can do something about it. And there are lots of good reasons to improve your present level. For one, by lowering your heart rate five beats per minute, you save over 13 million beats in five years. That's a lot of work saved for your heart. And you'll probably have more energy for your normal activities.

How do you do it? Train your heart! It takes about 15 minutes of strenuous exercise at least three times a week. Strenuous means anything that brings your heart beat up within 70% to 80% of its maximum rate. Examples: brisk walking, jogging, running, rope skipping, fast paced swimming and games like squash, basketball, football, paddleball, soccer and water polo.

Activities that don't count as aerobic, though you might have thought they did are a friendly game of tennis, general calisthenics, pleasure swimming, ordinary downhill skiing, bicycling, cross country hiking, dancing and riding. Dr. Katch rates these as moderate. They're terrific if you just want to tone up without making the serious commitment to total reconditioning.

After a few months of aerobic exercise, take that stepping test again. You'll find a few, but all-important heart beats' difference in the results.

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When you ask for Sweet Honesty, ask about the T-Shirt, too.

If you kept track, you'd probably be surprised at how often you touch your face without thinking (like when you rest your face on your hand while you read).

Proper cleaning, of course, is a good way to fight breakouts.

For oily skin, most dermotologists recommend soap and water, and if you've got acne -- Neutrogen Acne -- cleansing soap is as good for combating the occasional pimple as it is for waging all-out war on acne.

Another thing to keep in mind if you're a soap and water user: Don't use extremes of hot and cold water on your skin (or, for that matter, on your hair). In the long run, it can be devastating.

Use a moisturizer, cream or just lotion will help more than you think.

If you have serious skin problems, see a derotologist.

# Basic Beauty

# Beauty Secrets for The Black Woman

INTERVIEW WITH JULIE VIVIANE
WOODWARD COSMETICS

The natural look is very much in the foreground, but to acheive this look you apply a number of cosmetics. When you are finished it should be said "how beautiful you are" not "how beautiful your makeup is."

The following are just a few hints to follow.

Needless to say the skin (the basis of it all) should be in a good balanced condition so that application goes on smoothly and stays on under all conditions. If dry, lubricating plus moisturizing. If oily, good thorough cleansing plus moisturizer/without oil/and a film to be applied under your base to act as a blotter to keep the oil from seeping through.

In choosing a base, test it on the forehead or cheek (not on the hand) and wait a moment or two to see what it does. It may turn red or orange or even disappear. Base should be as close to your own skin coloring as possible. If skin is lifeless, a tinge of colored base might be acceptable.

Then, the makeup should be set with a dark translucent powder and finally set with a wet sponge to give it a dewey look. Powder does help the eye makeup to stay on better.

For a soft-eye look, keep away from black eyebrow pencils and eyeliners. A grey pencil with perhaps a few strokes of dark brown give a natural softness. Eyeliners can go into sable and even a grey-blue. Liners are used to outline and define the eye and should be very close to the roots of the lashes, top and bottom.

Eyeshadows can be lovely, but be careful not to overdo them. A careful rule to follow is, that it is always best to underdo your makeup. More can always be added if necessary.

Many different affects can be achieved on the lips. Even using a plain lip gloss can be lovely. The russetts, corals, burgandys, brown mixtures can be used affectively. There are ocassions when a pencil outlined under the base can give a defined lip line. Pencils can go into browns or greys.

The final frosting are the blushes using either dry or gels, reds or ambers.

# SOME BEAUTY TIPS FROM THE EXPERTS ON 'LIPLINES'

1. To correct any mistakes in drawing your lipline, wipe the error away with a tissue and cover with a foundation, then redraw the lipline.

2. To balance the shape of the lips if they are too thick, outline your mouth with a lipstick brush, keeping within the outline of the lips. Use a sable brush with a darker color for the outline and a medium shade for the inside.

3. Pamper dry lips by applying lip gloss or chap-stick under and over lipstick.

4. In applying lipstick be careful not to overpaint either the upper or the lower lip, and apply to perfectly dry lips. Outline your lips with a flat sable brush that has been heavily coated with lipstick, sweeping each lip from the center to the outer corner.

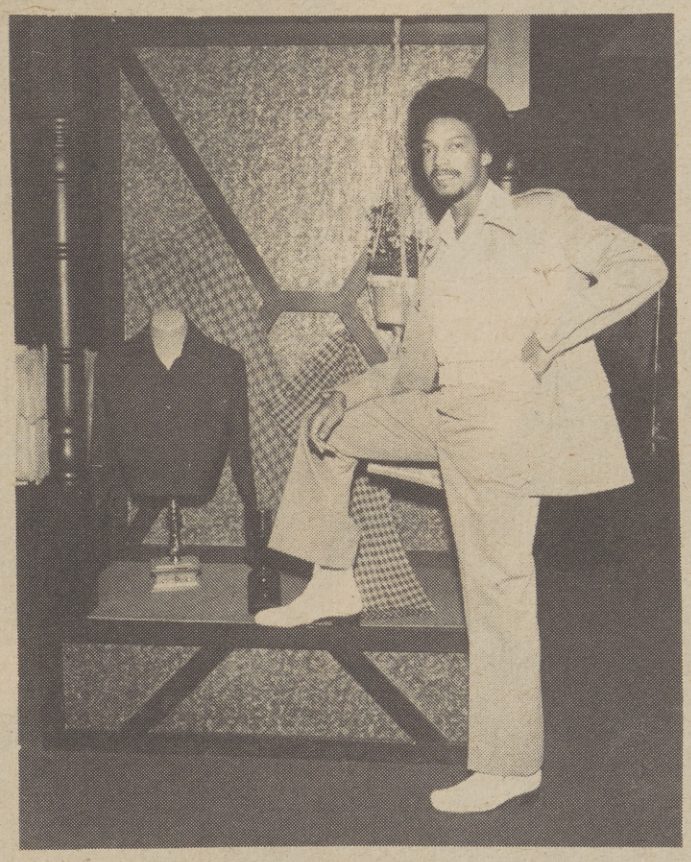
Full, sensuous lips can be a woman's most attractive feature.

# SPRING SACRAMENTO STYLE

## Men's Fashions Soften For Spring

Men's fashions for spring will continue through summer. The consumer is no longer content with one-season wardrobes, and because of the economy, many are demanding more or less, of a seasonless wardrobe.

1. Knit sport shirts and pants
2. Leisure suits
3. Pull-over knit sweaters
4. Polyester knitwear



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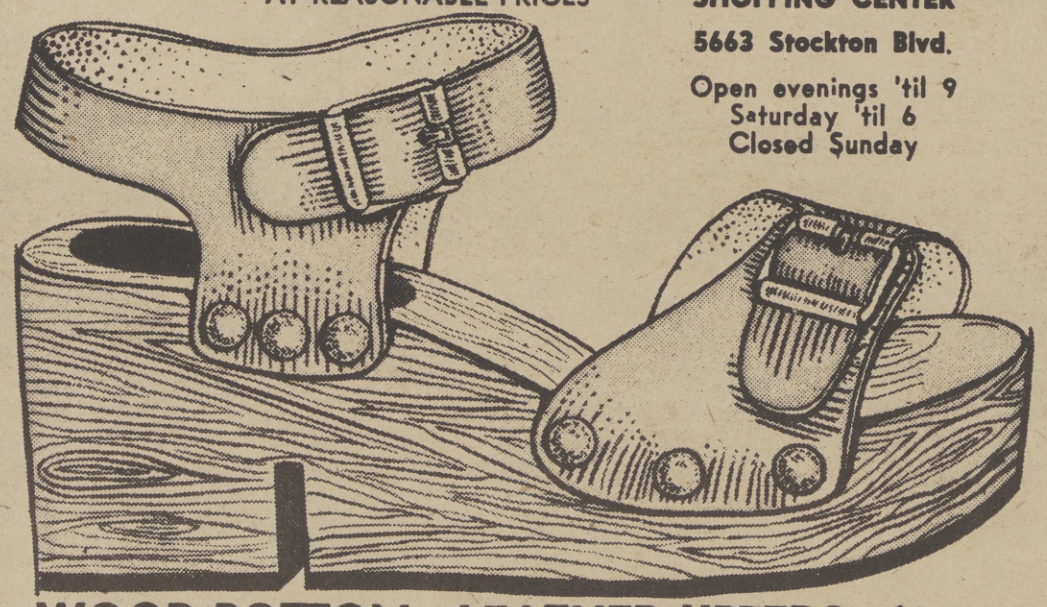

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# FASHION SURVEY OF MEN

A recent survey of men's sportswear buyers, indicates that leisure suits and print shirts will be among the most important items for spring.

French cut T-shirts, will also be making a stand. The fabrics in menswear, is fancy prints in arnels, nylon, and jerseys, as well as engineered prints.

Long sleeve shirts will be more important than short sleeves, especially for early spring, designers say.

Colors will run the gamet from darks to lights, and there will be a lot of light geometrics, and the European cut shirt is also doing very well, mostly in prints.

"In sweaters, we'll have a lot of light weight pullovers with V-necks to be worn over the printed shirts," they added.

"Buyers and designers indicate that the look from many California firms are particularly well suited for the growing leisure suits as well as in sport shirts are making the best fashion news for '75.

Some new excitement is needed in short sleeve shirts, but men, I feel, however, will not be wearing the long sleeve shirts under these suits as the women do. These suits (leisure suites), may be worn open, however, with a bare chested look.

As far as the overall leisure concept is concerned, I see nothing else in the near future that will take over that role.

# SEWING TO SAVE MONEY

The next time he needs a pair of jeans shortened, save him money be doing the job yourself.

The trick is in making the back hem longer than the front. Follow these few steps and you've got it made. You can also do your pants the same way, too.

1. Have him put on the pants with the pair of shoes he wears most.

2. Fold under the front edge so it just grazes the shoes toe. Pin in place.

3. Make the back hem about 1/2 inch longer than the front hem. Note: actual measurement depends on the width of the pant legs, individual preference, even the type of shoes. The back edge should be about 1/2 inch off the floor (or to point where the heel attaches to the shoe).

4. Hem both legs, then check by having him put the pants on to make sure they fit his preference of length.

5. Then iron the hems to make a nice crease.

# SPRING CASUAL

It your spring casual wardrobe needs calls for a carefree outfit that can take the stress and strains of a fast paceed lifestyle, nothing fills the bill better than this coordinated double knit polyester leisure suit. The suit is accented by contrasting top stitching and western styled yokes. Worn with shoes and belt matching the color of the top stitching, the combination's unbeatable.

# THE SAFARI LEISURE SUIT

For an occasional big-game hunting trip, for those expeditions to the beach, for patio prowling or for just plain relaxing. Robert Lewis has designed this polyester and cotton Leisure Suit for all this, and comfort too. In natural, of course, and it's easy-care. **$65**

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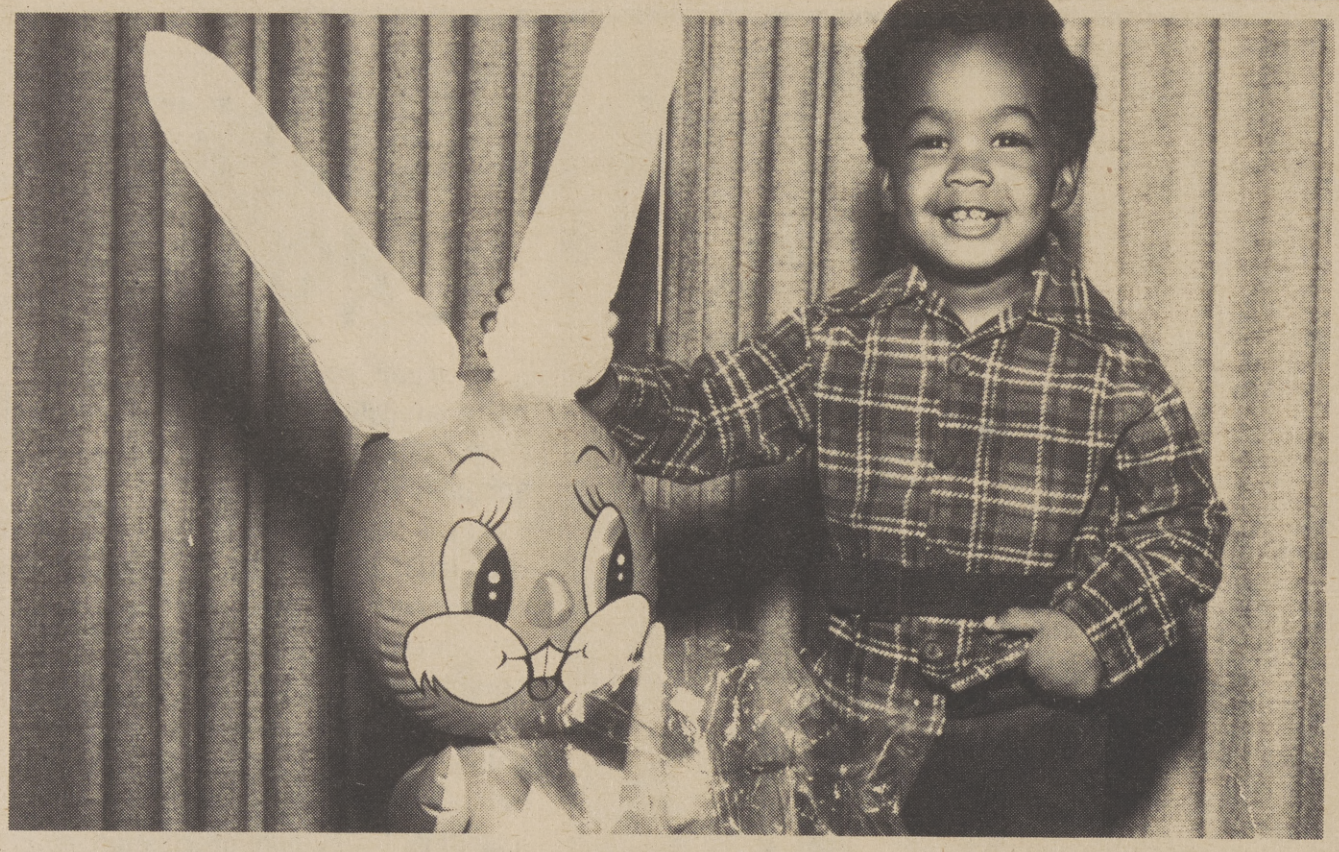

Larry Lee is styling for the Easter Parade in his plaid slacks and matching sweater vest. He's right in style with his spectator shoes.

The courdroy suit worn by Larry Lee, is typical for any two-year-old these days. The jacket is fitted with a big belt and set off with flare legged trousers.

# EASTER FASHIONS FOR THE YOUNG

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# FAMILY TOGETHERNESS

When your family gathers, does it simply come together -- or actually draw closer together?

With patience, tact, and a little common-sense psychology, you can strengthen the bonds of family friendship without cramping anyone's style. Here are some good ways to increase family fun.

1. Start a family project. This could be planning next summer's vacation, turning the basement into a family room, even learning French on records; anything will do as long as the whole clan can share the fun and the work.

Establish a family kitty to which everyone contributes a quarter a week (pennies or a nickel for the small fry); when the piggy bank is ready to burst its seams, take them all out to dinner and a show.

The kids will get a kick out of seeing the money mount -- and a valuable object lesson in thrift. A bigger project, but one which won't break the family budget, is a long weekend trip away from home that includes staying at a Holiday Inn.

A change of scenery, shared by the whole family, with delicious food that Mom gets a holiday from preparing, can refresh everybody. And of course, kids under 12 sleep free in their parent's room unless extra bedding is required.

Once you've finished a family project, start another one right away. Don't let the habit of pulling together fade away.

2. Give your home a magnet. In many homes, the TV set is the center of interest, but too often it makes for only a passive gathering of the clan. A piano can be the decorative focus of a room, if someone can play it for the others to gather around for sing-along fun.

Another good old favorite that's staged a spectacular comeback is the billard table: put one in the basement and watch the family flock to it!

3. Choose a fitting family sport. Physical fitness experts tell us that American children lag far behind their European counterparts in muscle tone and development--with their sedentary parents not in such good shape either! A pleasant perscription for fitness and fun is a weekly bowling night; most bowling lanes have special lightweight equipment for women and children.

Family biking excursions are another happy idea -- and bicycling as a health aid for all ages has been endorsed by medical experts. Fresh air fun can be gained from family camping trips.

4. Buy gifts that give family pleasure. Next time someone has a birthday, make sure he gets at least one present, small or large, that can invite family participation. A low-budget example is a board game for two to six players.

If you want a higher-ticket item, but a movie camera, or still camera. If you'd like to give your family a lasting home entertainment center consider buying a stereo and records to suit every member of the family. Or you can put that long weekend at a Holiday Inn in this category.

5. Do the "big little things." Watch for opportunities to do little favors for other members of the family. Do them without fanfare. Sooner or later, they'll respond in kind. Relieve a child of chores on the night before a big exam: not only will he appreciate it, but his grades may show your thoughtfulness!

A parent is in a position to order his kids to do something --but try asking their help before commanding it. You'll find it makes a big difference in family rapport. The lady of the house can make a practice of serving everybody's favorite food one a week without being coaxed. Or mother can be given a regular "vacation" day when the other members of the household can pitch in to relieve her of her regular chores. Once you start, you'll find an endless number of "big little" things to do for loved ones.

Put these ideals to work, and you may well find yourself agreeing with the philosophers who say that happiness is a relative thing!

# The Anti-Cellulite Shape-up Plan

Cellulite is the thin woman's fat. That doesn't mean, however, that overweight people don't have it too. In fact, estimates are that 8 out of 10 women have cellulite, a gel-like substance made up of fat, water and wastes, which collects in lumpy deposits under the skin. It's caused by poor eating habits, lack of exercise, insufficient water intake, poor breathing and circulation, stress and fatigue .....the story of most of our lives.

Unfortunately, the way to get rid of these ugly lumps on legs, middle and arms is not just to eat less. You'll need a special diet/exercise/relaxation routine to conquer them.

Here are a few hints to help you know whether or not you have cellulite and the anti-cellulite shape up plan. . .

## The Pinch Test

Squeeze a patch of flesh and watch for the "cottage cheese" effect. If you've got it, you've got cellulite.

## Profile

If your stomach lookd blown out and with lumps. To eliminate drink 8-10 glasses of water prescribed daily to facilitate elimination of cellulite-making waste. No beverage allowed with meals, however. Dietretics like herbal teas, and foods such as asparagus, grapefruit and apples can help get rid of waste, too. Generally, the recommended foods are the ones included in a good low-calorie, high-protein diet.

## Diet

Vegetables, fruits, eggs, milk, meat, poultry and fish. Remember, starchy, salty and spicy foods are the worst "polluters." So's liquor. Salt is restricted, too.

## Deep Breathing

Deep breathing as in yoga breathing exercises oxygenates the blood, which helps to burn up toxic wastes.

Yoga's also a good way to achieve mind and body "relaxation." Having plenty of sleep and rest is a must.

The last defense against cellulite is "massage." It's a muscle relaxer and toner that loosens up the lumps.

Nicole Ronsard has written a book called "Cellulite: Those Lumps, Bumps, and Bulges You Couldn't Loss Before." It offers a six-point plan for losing cellulite. Check with your doctor before you try any anti-cellulite routine. And remember that results take time. Girls let's get those ugly bumps and lumps off.


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# GETTING DOWN

Bathing is a beautiful way to relax, relieve yourself of tension, and cleanse your skin.

Besides cleansing, it's soothing, softening and delightful to sink into a tub-full of blue bubbles with a little tray in front of you, with a mirror, and a plastic bath pillow at your back.

What a great place to do your manicure, read a book, listen to music, meditate or just do nothing!

Your bath can be an especially pleasurable experience if you get a loofah sponge (which is actually a dried, plant that expands in water), a long-handle brush to get all those difficult spots, and some body lotions, softeners, and bath powder.

And many other bathing pleasure skin-softeners.

However, if you favor the shower routine, you'll be more interested in after-shower splashes, which lighten and tingle on the skin. You might even try dabbing a bit of bath oil on your pulse spots after the shower, for a feminine finish.


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MONTGOMERY WARD

# Ideas For Fashion Bargain Shopping

How can you stay within your budget and still maintain a quality wardrobe this spring?

One way is to buy at sales. Sale - shopping, however, takes a lot of time and energy and not everyone is temperamentally equipped for it. You may be oriented to buying everything at a regular price.

Whichever way you go, here are some guidelines.

Analyze your present wardrobe. What is wearable? What can be made wearable with renovation? What do you need? How much money can you spend?

Now, select the right store. There's no point spinning your wheels in a specialty shop if you have a discount house allowance.

What do you get at the latter location?

Real bargains may be found, but it sometimes takes repeated visits -- These stores rely on supermarket merchandising to minimize overhead -- may handle sample items, off-sizes, end-of-season merchandise and non-branded stock. They may not accept returned purchases.

Department stores offer a wide variety of merchandise and prices, including brand - name articles; provide customer service and will accept justifable exchanges or returns.

National chain stores purchase in extremely large quantities; frequently feature their own brand of clothing made to specification; may not have as wide a selection as a department store.

Factory outlet stores yield bargains to the clever shopper, who has time for repeat visits; handle sample merchandise; out-of-season clothes; items returned to retailers. Warehouse fabric outlets may include colors nobody wanted last year, previously unsaleable knit or print patterns.

You may be required to buy more than you need, when the fabric is sold by weight or piece. No returns.

Wherever you shop for ready-to-wear, seek these signs of quality: Seams at least five-eighths of an inch wide; edges overcast if fabric will ravel. Woven fabric must on "on grain."

If the hem sags at sides or center front, the garment was cut "off grain," and no amount of rehemming can correct it.

The hem should be two to three inches deep depending on the style of the dress. Hem should be finished with tightly woven tape or fine lace.

Sleazy hem tape and wide, loose stitches indicate poor workmanship, probably matched by inferior fabric.

Seams should match under the arms in a dress or coat; at the crotch in slacks. Plaids and stripes should match at side seams.

Collars should roll at the neck edge; lapels should be even with the top edge extending slightly over the under fabric. A limp collar and curled lapels reveal there is either no interfacing or it's exceptionally poor grade.

Knitwear such as double-knit suits, coats or dresses should have a firm, springy texture.

Lifeless knits are a short-term investment. The knit garment should fit in a way that skims the body, not fall against it or cling.

Shoulders of knit garments should be well shaped and stabilized with tape. Sleeves should be properly set-in whitout crinkles or gathers.

Test knitwear seams to see if stitches give with the stretch of the seam. If the seam is stiff or the thread pops, the right thread has not been used; another sign of corner-cutting by the manufacturer.

In buying nightwear, lingerie or loungewear, look for ample cut in width and length. Some manufacturers save fabric with skinny gowns; usually accompanied by bumpy, scratchy seams and lace edging that is not flat-finished.

When shopping sales, be willing to resew a zipper, tighten buttons, resew a hem, or make slight alterations so that the garment fits well. Be sure there is a sewed-in care instruction label.

But don't lower your standards of quality in fabric or workmanship, if the dress konks out in two or three wearings, you've lost money.

## Black Girls Consider Themselves Better Dressers Than Whites

Disadvantaged Black girls consider themselves to be better looking, quicker to learn and better dressed than either advantaged or disadvantaged whites, a recent survey showed.

The survey of 1,684 girls between nine and 17 years old "suggests that 'Black is beautiful' may be a successful slogan among Black groups," concluded Stanley M. Zdap, who conducted the study with Richard E. Attenbrough.

What better way to spend an afternoon than sailing. . . what better place than beautiful Kaanapoli Hawaii. . . What better dress than the beautiful classic put-togethers. The latest in casuals wide short sleeve shirts, a fantastic look alone, or wear with a scarf, and what better way to bring off that total look than with Classic White Pants. (Photo, courtesy of Glamour Magazine).

# springtime specials

*A grab bag of fashion ideas and impressions*

Aren't there at least three of you?

No, we're not suggesting that you're mad as a hatter. Just that the many activities and moods of today's women demand several distinct fashion looks.

This spring and summer, we are calling them -- "The Bright Mover" ... "The Romantic" ... "The Country Girl."

The Bright Mover is you at work and at active play. You -- when you're energetic, decisive, Moving Up. It's you in active sportswear and smart career clothes. You, wearing bright sunkissed fruit colors -- cherry red, lime green, lemon yellow, orange, or white with bright accents.

## Knowing The Real 'You'

The Romantic Woman is sexy, sultry, loving. The way you are at night with the man you love -- in your bedroom or out on the town. You, in pale, floaty chiffons and see-thru voiles, cleavage and cut-outs. You, in the softest, palest pastels, or in black.

The Country Girl is you, in playful peasantries -- pinafores, embroidered off-the-shoulder blouses. You, in Victorian florals and tender little French wallpaper prints. The clothes you affectionately recall that grandma used to buy you as a child. Clothes to make you feel young, playful, nostalgic.

Each fashion mood requires a special approach to makeup application and color. First of all, be sure to select the right foundation shade for your skin, one that matches your skintone precisely so that you need not apply it to neck and shoulders, and don't forget to change to a darker shade when you can.

Then be sure that cosmetic shades for eyes, cheeks, lips coordinate -- if lip color is pinkish, cheek color should be too, and while you're at it, why not use pink highlighter on the browbone. The makeup color scheme should also coordinate with clothing colors; if your blouse is orange, be sure that lip and cheek colors are in the orange, peach, copper range.

## Sweet Honesty, Suits You To A 'T'

It's the original Sweet Honesty T-Shirt. In pink, blue, white or yellow. S-M-L. All cotton. Specify size and color and send $4.98 plus 50 cents handling (or get a dollar saving coupon from your Avon Representative and send only $3.98 plus 50 cents), to Family Fashion by Avon, Inc. Dept. N. Avon Lane Newport News, Virginia 23630.

## 'The Skimp' For Sport

The juniors who set fashion styles, are starting to say that this spring, less will be more popular, and a little will go a long way toward rounding out a spring beauty of a sportswear wardrobe.

In short, the short look is in again -- though it never really was out at all.

Called The Skimp, it's a high-style dress, made to fit the modern, active young woman's lifestyle, and just a bit more than knee high, to help you put your best legs forward.

Longsighted fashion experts suggest you wear it with flat heels, long belts and a cardigan in a contrasting color cleverly tied at your waist or around your shoulders. If you select the right ones of these smart, short subjects, they'll have mini-prices to match.

It sails into fashion and can collar a lot of admiring glances by sporting a sexy sailor collar in back and V-neck front, while it can keep you in chic stitches around that collar, the hem, arms and cuffs.

Basically, it would seem that this is one short cut to fashion that could take you quite a long way!

## 'No More Panties' Pantyhose

Today's woman is interested in fashion that's comfortable. The modern woman doesn't want to be hindered with layer-upon-layer of clothing.

She wants her fashion soft and easy, with a minimum of restrictions -- Ergo, the return of the "soft clothes." This season is witnessing the come-back of the chemise and the tent.

The loosely gathered silhouettes that barely touch the body. Designers are coming up with all sorts of ideas that go with this new "soft" mood.

The "no - bra" bras or body suits . . . the flimsy, ethereal fabrics that merely float on the skin . . . and now, the introduction of "no More Panties" pantyhose by Panteese.

This clever variation on old-fashioned pantyhose lets today's women go without underpants, because these new pantyhose have a lightweight, absorbent, 100% cotton knit crotch.

It's like having a pair of panties built right in . . . but without the unnecessary bulk. And, they're comfortable because they have that skin-pampering, absorbent cotton inset, which gynecologists recommend to help prevent the spread of common vaginitis.

For your introductory offer to "No More Panties" (fits all 5'-5'9", 100-160 lbs.), send $1 to cover postage and handling to Panteese, at 470 Mamaroneck Avenue, White Plains, N.Y., 10605. Choice of skin or beige tone.

## A New Thread Called 'Core'

New thread: The American thread company has introduced a new thread designed to meet a growing industry need for finer sized threads.

The name of the thread is fine CORE and is engineered to be stronger than cotton cover core threads of equivalent sizes.

It's 100 percent synthetic and the polyester cover stretches the same as the core.

# THE WAY IT IS

Lorrie King, our little model is ready for spring in her selection. The two piece pantsuit, is orange and white with uncuffed pants and her top has lace trim and butterfly sleeves, with elastic at the waist.

## Little Girls Shine In Easter Flexies

Your little gals will take a shine to Easter-pretty shoes from Flexies. Three styles to choose

Your little gals will take a shine to Easter-pretty shoes from Flexies. Three styles to choose.

A. 'Jane' strap in black or white, 5-1/2-10, $10.00
B. 'Tee' shoe in white, 5-1/2 - 10, $10.00
C. 'Lovely' white, 10-1/2-3, $12.00
Children's Shoes, 58

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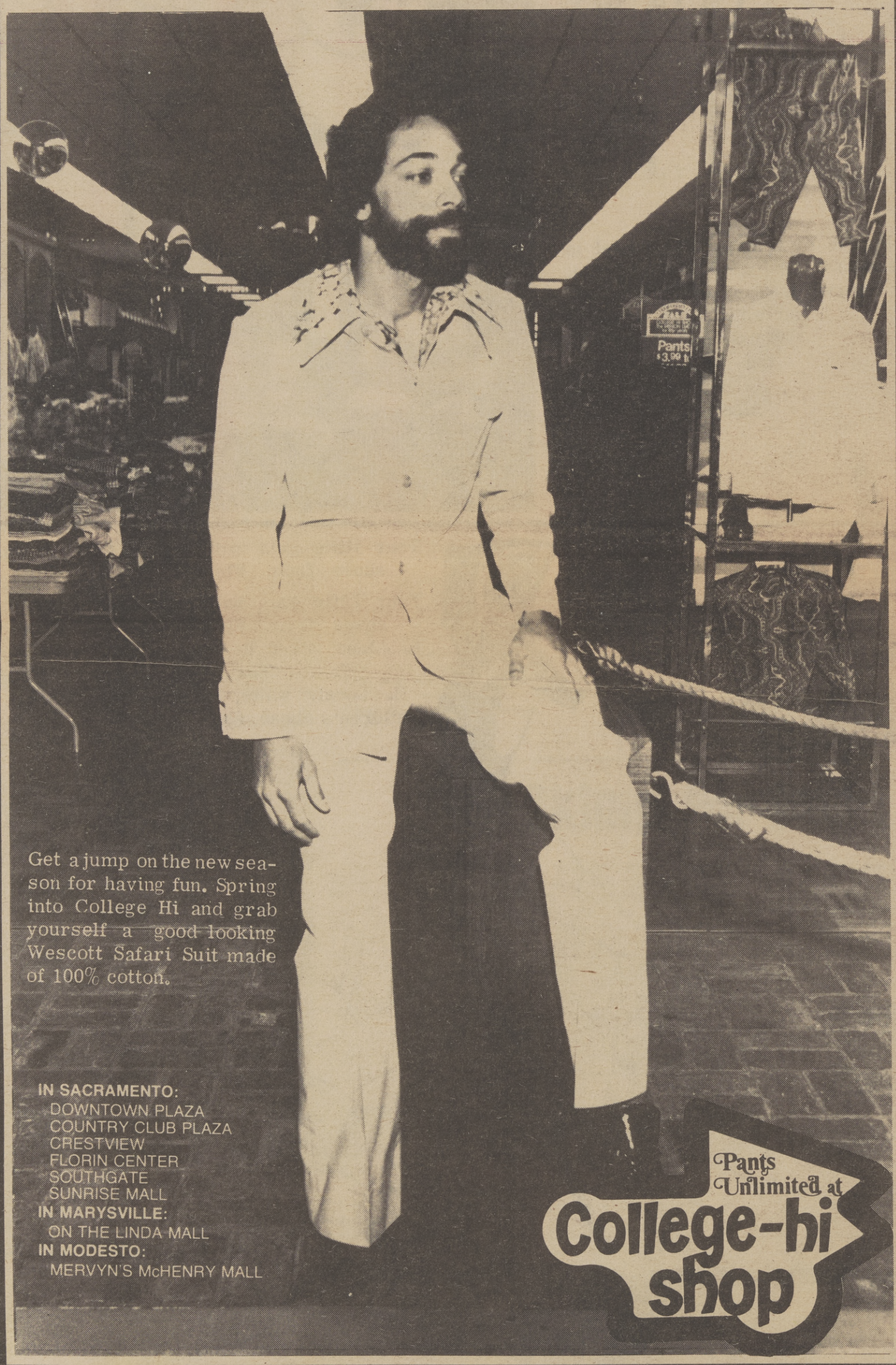


Get a jump on the new season for having fun. Spring into College Hi and grab yourself a good looking Wescott Safari Suit made of 100% cotton.

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